

LARGE ATTENDANCE ANNUAL MEETING OF FIRE BRIGADE

The annual firemen's banquet was held on Wednesday evening in the Gleichen Community Hall. Fifty-five of Gleichen's most able citizens were present on a beautiful stage dinner prepared and served by the ladies of the Women's Institute in conjunction with the firemen's association. The evening was a most enjoyable one, and the only disappointment being that Mr. and Mrs. Gough failed to appear.

Following the splendid meal the annual meeting was presided over by Mayor Macdonald. After the reading of the minutes of the preceding session, the following resolutions were passed: That the firemen's association be a permanent body for the purpose of fire fighting and fire prevention. It also resolved that the firemen's association be a permanent body for the purpose of fire fighting and fire prevention. It also resolved that the firemen's association be a permanent body for the purpose of fire fighting and fire prevention.

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HOCKEY

The Arrowwood hockey team played its second game last Saturday night, at Gleichen. The result being in favor of Arrowwood 6-1. It was an interesting game and the crowd present throughout enjoyed it. In the first period Gleichen made 2 goals in succession then Arrowwood 1 and Gleichen another. The Arrowwood goal was made by Norton. While the Gleichen goals were made by Hunter, Taylor and Young. It was a very close game, but the Arrowwood team was victorious.

The ice was rather sticky and the Gleichen R.A.'s got in more shots than the net than did the Arrowwood boys.

In the second period Arrowwood made 2 goals in succession two by Arvis and one by Leaton. Gleichen to make a goal by Hunter, while the puck passed to him by R. McKay from behind the net. The puck was fast and the crowd got very excited for the last time of the game. The players seemed to be pretty well fagged out.

In the third period Gleichen did not get a goal in and Arrowwood made 2 goals by Teddy Barker and Ted Barker. The game was very close and the crowd was very excited. The players seemed to be pretty well fagged out.

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FIRST MEETING OF NEW MAYOR AND THE COUNCILLORS

The meeting of the Town Council for the Town of Gleichen, Monday, February 21st, 1927, was held at the Gleichen Community Hall. Present: Mayor Purcell, Councillors: Pinder, Wright, P. Wells, Moss and Menard.

Ald. Menard and Wright: That the minutes of the meeting of the 14th and 20th January be adopted as read—Carried.

The secretary reported that he had made out a number of lists of 25 and 24 block 8 to W. Satterfield for use as tenements.

Re: part of lot 13 J. and by skating rink. Ald. Moss and Menard: That the lot be in depth immediately west of skating rink be leased at a fee of \$1 per year to R. W. Brown and that the skating rink, or Curling Club, be given an option of purchase—Carried.

Committee: The Mayor then appointed the following committees for 1927. Finance: N. T. Purcell, J. H. Wright, E. A. W. Dwyer. Public Works: Dr. Bowles and Pinder.

Acting Mayor: Coun. J. H. Wright to 21st April. Ald. Wright and Menard: That the Mayor and secretary-treasurer be authorized to sign cheques and transact all bank business—Carried.

Ald. Bowles and Pinder: That we call for nominations for vacancy on council—Carried.

Ald. Moss and Bowles: That Mr. G. H. Baskin be reappointed auditor for 1927 at a salary of \$175.00—Carried.

Ald. Menard and Wright: That regular meetings of council be held on the second Friday of each month—Carried.

Mr. H. Baskin: Letter from Mr. H. Baskin, who has played the role of secretary and W. C. Fielding who plays the professor, is undoubtedly one of the greatest comedies in the history of the stage or screen.

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ONLY THE HONEST CAN BE COMEDIANS

So Says D. W. Griffith of Comedy Work in "Sally of the Sawdust"—New Film

"People who are funny are people who are honest. Never did you find successful comedy actors who were the shyers of the stage or screen," said D. W. Griffith recently while completing his latest production, "Sally of the Sawdust," an interesting comedy in release.

The great comedy of circus and home life makes Griffith's latest light and a pleasing one to the greatest success. It comes to the Gleichen Community Hall Saturday, February 25th, 1927.

Never has J. Griffith contributed laughs so liberally as in this delightful play, say critics everywhere. With Carl Denham and W. C. Fielding, he has provided some of the funniest scenes ever filmed, uniting them with a story of warm pathos and a careful cast of characters to act convincing roles.

At the most successful of comedians, his comments on screen-actors are inspired.

"The easy, free laughter that is the true reward of real comedy never comes from reliance on the artificial. Real comedy must be the most human of all acting, for it portrays inevitably the weaknesses and absurdities of life. The humor can be pretented, the strength of human nature and real life cannot be pretended. It is the only comedy that is really playing; but comedy will infinitely enrich the sincerity in a play."

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QUEENSTOWN NEWS

(From our Own Correspondent)

Mr. Lee Ray is visiting at his sister's, Mr. G. Campbell.

R. L. Campbell made a trip to Calgary last week.

Mr. and Mrs. T. Kelley of Arrowwood visited friends in Queenstown one day last week.

Mrs. J. J. McPherson has been staying at Mr. G. F. Campbell's during the latter's recent illness.

Miss B. Buckley of the Milo school was a visitor of Miss W. Bishop and the Brown family over the weekend.

The home of Mr. and Mrs. W. L. Willard was the scene of a friendly and pleasant party last Thursday evening. Everyone had a good time.

Quite a number of Queenstown people attended the Masonic dance at Arrowwood last Friday night and report a big crowd and a good time.

The whist drive and dance planned for the next night in the Queenstown school was called off, owing to the number of other social events that evening.

E. Elder made a trip to Banff last week to see his brother George who is in the hospital there slowly recovering from the injuries he has received by a car accident recently.

"PADLOCKED" The Picture Last Week. Queenstown picture show patron were given a treat last week when Rex Beach's novel "Padlocked" was shown in screen form at the Queenstown Picture Hall.

On Tuesday evening Feb. 21st, a large number of friends and high society of Frank Durston gathered at the home of his parents to wish him a happy birthday and many happy returns of the day.

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ARROWWOOD SUFFERS SERIOUS FIRE LOSS

Sunday evening a telephone message was received from Arrowwood stating that the new village was being destroyed by fire and a request for assistance. At once a chemical engine with drummen was dispatched to the scene of the conflagration and made good time covering the 14 miles considering the bad state of the roads. However, when they arrived the fire was under control, thanks to strenuous efforts of the citizens who had town aided by a change in wind, almost the entire place at first being threatened with destruction.

The total loss amounted to \$25,000 and \$20,000. Leslie Shong is reported sustaining the greatest loss in his general store, which is estimated from \$30,000 to \$25,000. T. Kelly's garage and dining hall, his harness shop also destroyed in the fire, although most of the contents were moved out.

The fire was discovered by Ed Levenson in the Chalmers' store and had already gained considerable headway when it was discovered. It is impossible to do anything toward checking the flames and efforts were mainly directed towards saving the other buildings and contents.

Firemen from who went over to assist state who were amazed at the splendid work accomplished by the Arrowwood citizens with one small chemical engine and a bucket brigade with a fierce chinook wind blowing. The wind, however, had left pools of water and these were of good use by the bucket brigade.

While credit is due the citizens generally A. J. Troy and L. F. Christensen are especially mentioned for their retreating the work.

COMING EVENTS. Ads. under Coming Events section count line, which otherwise advertised in the Call.

Feb. 25—Masquerade Ball in Gleichen Community Hall. Feb. 26—Annual General Meeting of Gleichen Canadian Legion in Gleichen Community Hall.

Feb. 28—Gleichen Symphony Orchestra Recital in Gleichen Community Hall. March 4—Old-Time Dance at Niagara.

March 4—Miss Theresa M. Siegel in recitals of play "Sally of the Sawdust" at Gleichen Community Hall.

There are only 37,652 men who know just how to run the world and all of them are busy watching. All work and no play makes Jack a dull boy.

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Miss Siegel's Recital Friday, March 4th

On Friday evening, March 4, Miss Theresa M. Siegel, of Calgary, one of Alberta's most talented and popular entertainers, will make her first appearance before a Gleichen audience.

Miss Siegel is a graduate of the Chafe-Noble School of Expression, and during recent years has delighted audiences in many parts of the prairie provinces with her varied programs of dramatic and humorous recitals. The fact that she can draw audiences in her own city that fill the

largest auditoriums, and that repeatedly is evidence of the very fine quality of her work. It has been decided that she will present, on her initial program in Gleichen, one of her marvellous programs. You will not only be thrilled by her dramatic numbers, but you will laugh heartily and healthily at her humorous numbers. This will be a rare treat. Do not miss it. Gleichen United Church, Friday March 4, at 8 p.m. Adults 50 cents; all students 25 cents.

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D. W. GRIFFITH Presents SALLY of the SAWDUST

Sally, dancing girl in circus, and Sally Weeping soft April tears under a rainbow smile. "Pop," the lovable father, with his delightful roguery, his jugglery, his little card game and bootlegging.

MONKEYSHINES. You'll laugh at their antics and stunts, and you will weep at their trails and heartaches, but through it all, you'll marvel at their humanness.

SATURDAY, GLEICHEN COMMUNITY HALL

THE GLEICHEN CALL, GLEICHEN, ALBERTA

THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR
Member of the Canadian Weekly Newspaper Association
Member of the Alberta Press Association

Published every Wednesday in the Heart of a Wonderful Rich Farming and Stock Raising District.

SUBSCRIPTION, \$2.00 per Year; Foreign Countries \$2.50
Advertising Rates—Display, 50c. per Column Inch first insertion and 50c. for each subsequent insertion. Display accepted only with display advertising at 15 cents per line—13 lines to the inch.
EXCHANGE MUST BE ADDED TO ALL CIRCULARS

GLEICHEN, ALBERTA, WEDNESDAY

A PAYING POLICY

While the program for national thrift week in the United States set apart only one day for the observance of "Pay Your Bills Promptly," business interests in one town considered this phase of thrift so important that they turned over the entire week to preaching this creed of good credit. The week was also re-christened "Pay Your Bills Promptly Week."

This campaign was not conceived and engineered as a collection scheme. The business men sponsoring it expected to benefit from it, but they also saw in the plan profit for their customers. Creditors financed the campaign to the mutual benefit of both creditors and debtors. Mercantile accounts are not carried for thirty days or longer without expense to the business holding them. Until paid every store account represents an investment by the merchant and is the equivalent to cash loan to the customer. Unlike other loans and investments, however, these accounts do not bear interest or pay dividends. This loss to the merchant is ultimately paid by the public through higher prices.

Credit statistics indicate that the great majority of people pay their bills promptly, but the "good pay" must pay the same prices as the "slow pay." It is another case where the many suffer for the few.

PROBLEM FOR MERCHANTS

The present-day merchant who is at all justified in the hope of making a success of his business is already well "sold" to the idea that he must do at least a reasonable amount of newspaper advertising in attracting patronage to his store.

His real problem is to decide just what percentage of his gross business should constitute his appropriation for use in buying advertising space in the newspapers which are distributed in district and trade territory and how this appropriation may be used to the best advantage.

This problem is present with particular force at the opening of the spring season when largely increased buying may be anticipated and when each merchant is particularly anxious to attract the attention of prospective buyers to his store and to lines of seasonable merchandise which he is showing.

Without doubt, there is a danger of some merchant going further in the use of newspaper advertising space than they are justified in doing on the basis of reasonable expectation of gross business during any certain period. This danger is encountered as a result of either a failure to give sufficient thought to the subject or to failing a victim of the high pressure methods employed by some so-called "advertising men" in attempting to sell the largest possible amount of advertising space without studying the merchant's real needs and offering such suggestions as might be really helpful in the mapping out of an advertising campaign.

There are times when the full-page advertisement or the double-page "spread" may be the very thing that is required in directing attention to some extraordinary selling event, but it is more frequently the case that the day-after-day consistent use of smaller space with well-prepared copy, attractively displayed, will go much further in securing the desired reader-response, than will the large expense involved in carrying occasional page-ads, followed by days of retrenchment in order to equalize on the total appropriation.

It is doubtful if any merchant is justified in allowing a single issue of the newspapers of his town to be distributed among their readers without containing his advertisement in some form, even if it be in small space, as memory is a fickle thing and patronage is much inclined to go where it is being invited by newspaper advertising.

The Call goes each week into hundreds of the homes in this vicinity which are not reached by any other newspaper. Two-thirds of the buying power of this community is represented by the homes into which The Call is welcomed and carefully read each week. The direct response attainable through The Call advertising is not questioned by advertisers who have been consistent users of space in this newspaper.

It is the sincere wish of The Call that it be of real service to the merchants of this town in offering suggestions, if desired, and co-operating in securing the best possible results from the money invested in advertising in this newspaper but to oversell any merchant beyond his real publicity requirements or to the extent of having an unbalancing effect on his finances.

It may be assumed that every merchant operating in this city knows his own business best and may be trusted not to fall a victim of being over-sold by some ambitious space salesman to the extent of sacrificing equal representation in The Call.

The holiday advertising campaign or the year round advertising campaign—which fails to take the hundreds of people who are exclusive readers of The Call—cannot fail to buy far short of a campaign which takes this into consideration and in which space is purchased accordingly.

HAIR DRESSING AND MARCELLING

Miss A. Downey will be at the Gleichen Hotel from 4 p.m. each Wednesday to 2 p.m. on Thursday.

PHONE CENTRAL FOR APPOINTMENT

DR. A. W. BOWLES

M.B.E. MCH. M.C.P.A. M.D.
Physician and Surgeon
Phone Office 41, Residence 41
GLEICHEN

GLEICHEN HOSPITAL

MRS. A. V. COCKER, R.N.
(Registered in the Province of Saskatchewan and Alberta.)
Nurse in Charge
Visiting Hours: 10 to 4 P.M. and 7 to 9 P.M.
P.O. BOX 141
NONE IS — DAY OR NIGHT

MISS E. FRANKTON

Maternity Nurse
Box 70, Phone 104
GLEICHEN, ALBERTA

T. H. Beach Auctioneer

Sales Conducted any place in the Province
FOR TERMS
Reside at Gleichen, Alberta
Office phone 1 Gleichen phone 3

JOHN BOYD, L.L.B.

Barriater Solicitor and Notary Public
GLEICHEN, ALBERTA
(SUCCESSORS TO D. & COBURN)

M. W. McDONALD, L.L.B.

BARRISTER-AT-LAW
ARROWWOOD, ALBERTA
Collects a specialty.
Estates, Loans, Insurance, Rail, Fire and Life.
INVESTMENTS — FARM LANDS

TOWN OF GLEICHEN OFFICE HOURS

8 a.m. to 12:30 p.m. and 2:30 p.m. to 4:30 p.m. Daily
Council meeting second Friday of each month at 8 p.m.
This office will be closed as follows: Sundays, Statutory Holidays and the last fortnight of July each year.

First two legal working days of each month for meter reading and first two legal working days following the 15th of month for collection, etc.

PETER MACLEAN, Secretary Treasurer.

GEO. W. EVANS

Undertaking and Embalming
MOTOR HEARSE

Artificial wreaths always on hand. Weather extremes will not effect these flowers in any way.
GLEICHEN, ALTA.

ROY M. ALLEN

Licensed Auctioneer
— and Valuator

Will Sell anything You have or own

Phone Rural, Mile
CLUNY P.O., ALBERTA

If you want

Insurance

GET THE BEST

See the Old Established Firm

HENDERSON & MALLORY

GLEICHEN, Alberta.

PETROLEUM COKE

A half ton of this fuel on these cold days for the Furnace or Heater will make you wonder why you have burned coal all this time. If not convinced just try a small load.

UPLAND HAY

We have samples of good upland Hay selling at \$20.00. \$22.00 F.O.B., Gleichen Car lots.

R. S. McQUEEN

PHONE 37 — — GLEICHEN

Have You Relatives or Friends

IN THE—

OLD COUNTRY

whom you wish to bring to Canada?

CANADIAN PACIFIC

HAVE AN EXCELLENT ORGANIZATION THROUGHOUT THE EUROPEAN CONTINENT AND CAN GIVE THE BEST OF SERVICE

Resipide can be arranged through the Ticket Agent



H. H. HALL, GLEICHEN
G. D. BOPHY, District Passenger Agent.

HOW IS YOUR STOCK OF:

LOOSE LEAF
ACCOUNT SHEETS
BILL HEADS
LETTER HEADS
MEMO HEADS
ENVELOPES
STATEMENTS
BUTTER WRAPPERS
ENVELOPES
POSTERS
CARDS, ETC. ETC. ETC.

ADVISE THE CALL, PHONE 12

BINDER TWINE

The influence of this Farmers' Company in the distribution and sale of twine has for ten years been of immense benefit to the farmers of Western Canada. Place your provisional order now with the U. G. G. Agent for your 1927 requirements.

Deliver your Grain to

UNITED GRAIN GROWERS LTD

Elevators at
Gleichen, Arrowwood, Cluny, Shoultice, Namaka
COAL FLOUR FEED

Samson Rotary Rod Weeder

NEW DOUBLE DRIVE WEEDER ARE SUITED FOR LARGE FARMS

PLACE YOUR ORDER EARLY AND HAVE YOUR WEEDER WHEN YOU NEED IT
THE SAMMONS IS A PERFECT WEEDER CULTIVATOR AND PACKER

AUCTION SALE: We can arrange to handle them. See us before making your plans.

Real Estate, Insurance, Conveyancing
THE RELIABLE FIRM
THE RELIABLE FIRM
QUEENSTOWN AGENCIES LIMITED
QUEENSTOWN, PHONE 603, ALBERTA

Alberta Government FARM FOR SALE

The Alberta Department of Agriculture is offering for sale the following land at Gleichen, Alberta:
"N.W. 1/4 of 18-22-25 W. 4th M., containing one hundred and thirty acres, more or less, with forty acres irrigated and seeded to alfalfa and timothy; balance all broken. Thirty acres summer-fallowed and in good condition. New house, granary, implement shed, with barn and other buildings."

TENDERS WILL BE ACCEPTED

at the office of the Deputy Minister, Department of Agriculture, Edmonton, up until Thursday, February 24th, at twelve o'clock noon.

Deposit of ten per cent. of purchase price must accompany each tender.

H. A. CRAIG, Deputy Minister.

GRAND MASQUE BALL FRIDAY EVENING FEBY. 25

The Gleichen Community Hall Committee decided to put on a Masquerade ball Friday night, February 25, and to make it a big success and most enjoyable for all who enjoy a masquerade.

They are offering four good prizes, namely:
Lady's best costume, Gentleman's best costume, Lady's best comic costume, Gentleman's best comic costume. Preference is to be given by the judges for home-made costumes.

Costumes may be hired at Staback and Brown's store.

Only those wearing costumes will be allowed in the dance floor from 9 to 12 o'clock.

Lewis five-piece orchestra has been engaged for the occasion and nothing will be left undone for the comfort enjoyment of the patrons.

Table: Once upon a time two car collided on the highway and the driver are confounded thereafter in whigens

SPIRELLA CORSETS' and FIGURE SUPPORTING GARMENTS

AGENT FOR GLEICHEN AND SURROUNDING TOWNS

MRS. A. M. CHALMERS,

Miss Nellie Foster of Calgary, experienced teacher of Violin, and is at liberty to take a violin class in Gleichen, beginners or advanced. Best Methods, orchestra practices for pupils. All interested to Miss Nellie Foster in care of Gleichen Call. 6414

Northern Ontario has 2,500,000 square miles of mineral lands, of which only 7 per cent. has been explored; and yet this seven per cent. has already produced metals to the value of a billion dollars. Such was the summing up of George C. Bismar, Secretary of the Ontario Mining Association, speaking before the Engineers' Club. "Twenty years ago," he reminded his hearers, "Northern Ontario was practically an unknown wilderness. Today it is the centre of a large and growing industry."

A combined service to the Canadian Pacific Railway Company of 140 years was terminated January 1st with the retirement from the activities of travelling passenger agents of Henry R. Johnston, Ambrose E. Lalonde and James McKenna. The official records of the company indicate that these three well-known officials have served respectively, 44, 51 and 42 years in the employ of the Company. The direct response attainable through The Call advertising is not questioned by advertisers who have been consistent users of space in this newspaper.

To further assist agricultural development the Canadian Pacific Railway will operate forage, crop, seed, poultry distribution and demonstration cars in the Alberta district, starting this January. Following the practice of previous years the company will co-operate with the Provincial Government, the Northern Alberta Development Council, the Saskatchewan Government, the C.P.R. The special cars will centre upon Lethbridge, ranging between the international boundary and Calgary, eastward to Lacombe and the Saskatchewan boundary, a 100 miles from Deer and Rocky Mountain House.

